

# The Future of the Social Web



---

Paul Gillin  
Social Media Joint Public Affairs  
Working Group  
May 13, 2009



# It's a Bottoms-Up World; Deal With It

---

Paul Gillin  
Social Media Joint Public Affairs  
Working Group  
May 13, 2009

# The Media World We've Known





# Information Democratization





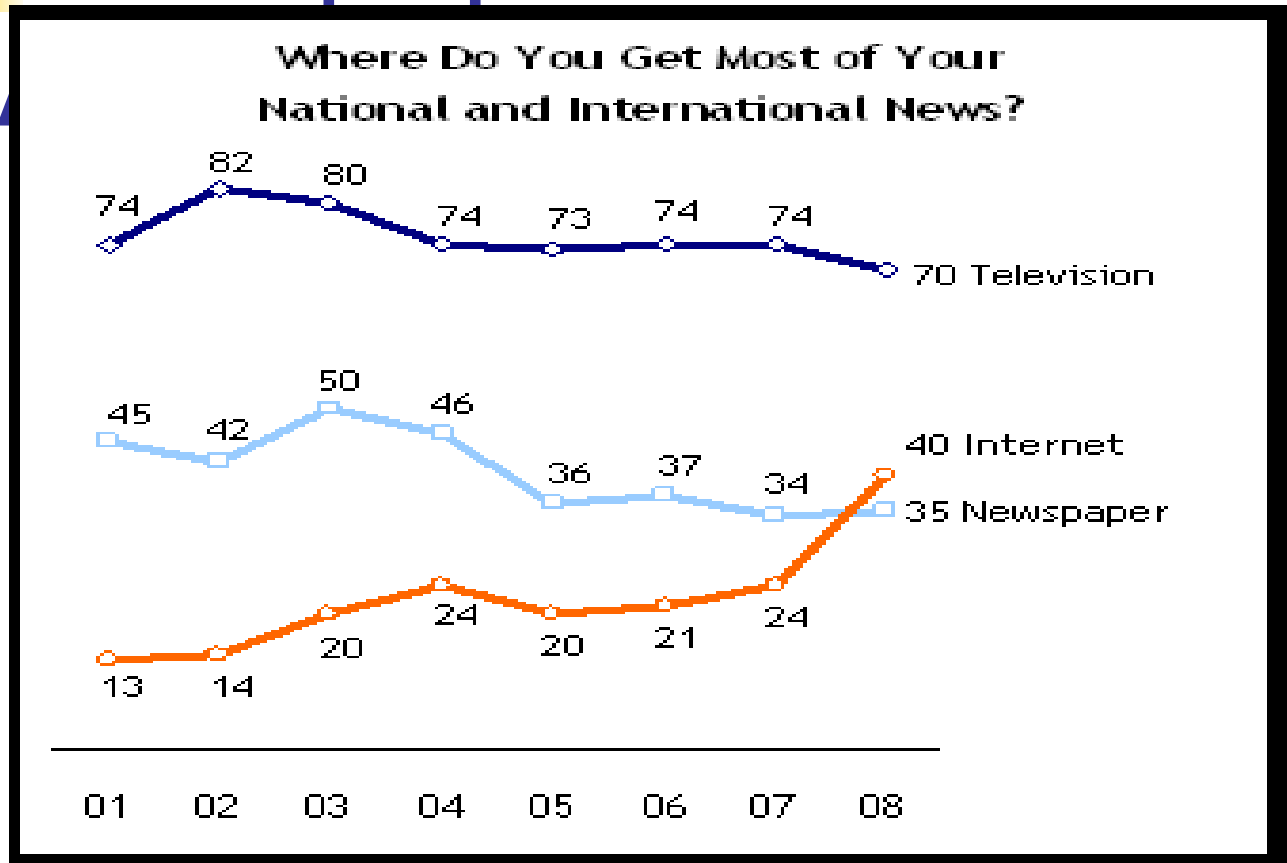


# The Numbers

---

- Active blogs on the Internet: 25-40 million
- Social networks: 2,900
- Social network service providers: >100
- Active Facebook members: 200 million
- Corporations with social media campaigns: >300
- Photos on Flickr: 3 billion
- Twitter membership growth, '08-'09: 1,438%
- Pres. Obama's Facebook friends: 5.9 million

# Internet Eclipses Newspapers



Source: Gallup (Dec., 08)

# We, the Media



jkrums

Follow

<http://twitpic.com/135xa> – There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



# Tale of the Tape

- Decline in circulation of top 10 newspapers in 2008: 635,000
- Average age of daily newspaper reader in US: 57
- Reduction in US newsroom staffs since 2001: 25%
- Magazine newsstand sales growth, US, 2008: -12%
- In 2009: -22%
- Growth in NBC prime time audience, 2008: -14.3%
- Age of average network evening news viewer: 63
- Percent of time teenagers spend with television, compared to their parents: 60
- Percent they spend online: 600
- Growth in Twitter membership, 2/08 - 2/09: 1,400%



Percent of Americans who say Daily Show and Colbert Report are replacing traditional news outlets: 33



# The New Journalism

## References

[edit]

1. <sup>a b c d e f</sup> Harris, She who laughs last - songstress Susan Boyle [The Sunday Times](#), 19 April 2009.
2. <sup>a b c d e f</sup> Profile: Susan Boyle - Britain's got the unluckiest angel [The Sunday Times](#), April 19, 2009.
3. <sup>a b c d e f</sup> Holmwood, Leigh. Susan Boyle: a dream come true [The Guardian](#) 18 April 2009.
4. <sup>a</sup> Smith, Mark (2009-04-11). "What's the story with ... Susan Boyle?" [The Herald](#). Retrieved on 2009-04-15.
5. <sup>a</sup> "Talent show singer is online hit" [BBC News](#). 2009-04-15. Retrieved on 2009-04-15.
6. <sup>a b c</sup> Jordan, Mary (2009-04-14). "The Scot Heard Round the World" [The Washington Post](#) p. A-8. Retrieved on 2009-04-16.
7. <sup>a</sup> "The Woman Who Shut Up Simon Cowell" [ABC News](#). 2009-04-14. Retrieved on 2009-04-19.
8. <sup>a</sup> Wylie, Ian (2009-04-11). "Dreaming The Dream" [Manchester Evening News](#). Retrieved on 2009-04-23.
9. <sup>a</sup> "Fox news, Simon Cowell interview" [BBC](#). 2009-04-16. Retrieved on 2009-04-16.
10. <sup>a b</sup> "Scottish Singer's Audition Video Sets Online Record" [The Washington Post](#) 19 April 2009. Retrieved on 2009-04-19.
11. <sup>a b</sup> Dobuzinski, Alex. Susan Boyle breaks past 100 million online views [Reuters](#), April 20, 2009.
12. <sup>a</sup> "Never Been Kissed" Singer, 47, Wins Cowell [MSN News](#). 2009-04-15. Retrieved on 2009-04-15.
13. <sup>a</sup> "Irish photographs show Susan Boyle at family home in Donegal" [IrishCentral](#). 2009-04-20. Retrieved on 2009-04-21.
14. <sup>a</sup> <http://www.timesonline.co.uk/follownews/uk/scotland/article6121279.ece?token=null&offset=125&page=2>
15. <sup>a b c d e f</sup> She who laughs last - songstress Susan Boyle [Sunday Times](#), 19 April 2009
16. <sup>a b c d</sup> "Susan Boyle has been kissed, neighbour claims" [Telegraph.co.uk](#). 2009-04-18. Retrieved on 2009-04-19.
17. <sup>a b</sup> Ben McConville (2009-04-16). "Singing 'spinster' strikes chord in talent contest" [Yahoo News](#). Retrieved on 2009-04-19.
18. <sup>a b</sup> Natalie Clarke (2009-04-17). "They called me Susie Simple, but singing superstar Susan Boyle is the one laughing now" [Daily Mail](#). Retrieved on 2009-04-19.
19. <sup>a b</sup> Smith, Harry. (2009-04-16). *She Dreamed A Dream* [\(streaming\)](#) [Television]. CBS News. Retrieved on 2009-04-16.
20. <sup>a</sup> McGrady, Stephen. Campbell has new spin on Susan Boyle phenomenon [The Scotsman](#), April 20, 2009.
21. <sup>a</sup> MacDonald, Stuart (2009-04-12). "Secret sadness of Britain's Got Talent star" [The Sunday Times](#). Retrieved on 2009-04-16.
22. <sup>a b</sup> McConville, Ben (2009-04-16). "Singing 'spinster' strikes chord in talent contest" [Associated Press via SignonSanDiego.com](#). Retrieved on 2009-04-17.
23. <sup>a</sup> [WestLothian.gov.uk](#)
24. <sup>a</sup> "Britain's Got Talent star Susan Boyle proves big hit on YouTube and in my pants" [Daily Record](#). 2009-04-14. Retrieved on 2009-04-14.
25. <sup>a</sup> "SUE BIGGER THAN BRITNEY" [Daily Star](#). 2009-04-18. Retrieved on 2009-04-20.
26. <sup>a</sup> "Exclusive: Susan Boyle's first ever song release revealed — listen to it here" [Daily Record](#). 2009-04-16. Retrieved on 2009-04-17.
27. <sup>a</sup> McNaught, Amber (1999). "Amber's Reviews" [West Lothian Herald & Post](#). Retrieved on 2009-04-20.
28. <sup>a</sup> Susan Boyle: No One-Trick Pony [New York Post](#) 17 April 2009
29. <sup>a</sup> New recording cements Talent show sensation Susan's status [Hello!magazine](#) 17 April 2009
30. <sup>a</sup> "Early recording of Britain's Got Talent's Susan Boyle unearthed" [Daily Telegraph](#). 2009-04-20. Retrieved on 2009-04-20.
31. <sup>a</sup> <http://www.msn.com/susan-boyle-wows-cowell?OT1+28103> "Singer Knocks Tim Dead on Britain's Got
32. <sup>a</sup> Staff (2009-04-19). "A feia que encantou a Grã-Bretanha" [\(in Portuguese\)](#). Zero Hora. Retrieved on 2009-04-19.
33. <sup>a</sup> <http://www.ynet.co.il/articles0,7340,L-3703057,00.html>
34. <sup>a</sup> <http://www.alarabiya.net/articles/2009/04/17/70821.html>
35. <sup>a</sup> Farhanghi, Hoda (2009-04-14). "The Woman Who Shut Up Simon Cowell" [ABCNews Online](#). Retrieved on 2009-04-14.
36. <sup>a</sup> Vidya Ram Susan Boyle Could Make Millions [Forbes.com](#) 17 April 2009
37. <sup>a</sup> "Britain's Got Talent star Susan Boyle's promise to mum" [STV.N](#). 2009-04-14. Retrieved on 2009-04-14.
38. <sup>a b</sup> Simpson, Richard; Revolor, Paul; Smith, Lizzie (2009-04-16). "Thumbs-up as Britain's Got Talent sensation Susan discovers she's an international star... with 16m YouTube hits" [The Daily Mail](#). Retrieved on 2009-04-16.
39. <sup>a</sup> Hemmer, Bill; Kelly, Megyn. (2009-04-16). *Hitting Her High Note* [\(streaming\)](#) [Television]. FOX News. Retrieved on 2009-04-16.
40. <sup>a</sup> Youngs, Ian (2009-04-18). "How Susan Boyle won over the world" [BBC](#). Retrieved on 2009-04-18.
41. <sup>a</sup> Smith, Jean (2009-04-19). Singing sensation Susan Boyle gets dream offer from star Elaine Paige [Sunday Mail](#). Retrieved on 2009-04-20.
42. <sup>a</sup> Khan, Umee (2009-04-14). "Britain's Got Talent church worker Susan Boyle becomes YouTube hit" [The Daily Telegraph](#). Retrieved on 2009-04-14.
43. <sup>a</sup> Mudhar, Raju (2009-04-15). "Never-kissed singer an instant Web star" [Toronto Star](#). Retrieved on 2009-04-16.
44. <sup>a</sup> QueenZ (2009-04-12). "Never judge a book by its cover-amazing singer Susan Boyle" [Reddit.com](#). Retrieved on 2009-04-14.
45. <sup>a b</sup> Collins, Scott; Stobart, Janet (2009-04-17). "Talent trumps all for YouTube sensation Susan Boyle" [Los Angeles Times](#). Retrieved on 2009-04-17.
46. <sup>a</sup> Robertson, Colin (2009-04-14). "Crying out for Moore" [The Sun](#). Retrieved on 2009-04-14.
47. <sup>a</sup> Irvine, Chris (2009-04-15). "Demi Moore 'in tears' at Britain's Got Talent's Susan Boyle" [The Daily Telegraph](#). Retrieved on 2009-04-16.
48. <sup>a</sup> "Susan Boyle debut song uncovered" [BBC](#). 2009-04-17. Retrieved on 2009-04-18.
49. <sup>a b</sup> Davies, Caroline; Keeble, Paul (2009-04-19). "Reality TV star Susan Boyle set for duet with idol Elaine Paige" [The Guardian](#). Retrieved on 2009-04-19.
50. <sup>a</sup> "Paige salutes Talent star Boyle" [BBC News](#). 2009-04-19. Retrieved on 2009-04-21.
51. <sup>a</sup> "Hugh Jackman wants to record a duet with Britain's Got Talent star, Susan Boyle" [theindypaper](#). 2009-04-20. Retrieved on 2009-04-21.
52. <sup>a</sup> Moran, Mark E (2009-04-15). "Making Sense of the Powerful Reaction to Susan Boyle" [FindingDulcinea](#). Retrieved on 2009-04-15.
53. <sup>a</sup> Douglas-Horne, Colette (2009-04-14). "The beauty that matters is always on the inside" [The Herald](#). Retrieved on 2009-04-15.
54. <sup>a</sup> Schwarzbau, Lisa (2009-04-16). "Britain's Got Talent' breakout Susan Boyle: Why we watch... and weep" [Entertainment Weekly](#). Retrieved on 2009-04-16.
55. <sup>a</sup> McMartin, Pete (2009-04-18). "Beautiful blondes, a Boyle and lingering ideas about sexuality" [Vancouver Sun](#). Retrieved on 2009-04-18.
56. <sup>a b</sup> McManus, Jeanne (2009-04-16). "The Dream She Dreamed" [The Washington Post](#). Retrieved on 2009-04-16.
57. <sup>a b</sup> Staff (2009-04-16). "Susan Boyle was the golden ticket of reality TV" [Daily News](#). Retrieved on 2009-04-16.
58. <sup>a b</sup> Blankenship, Mark (2009-04-16). "Two Reasons Susan Boyle Means So Much to Us" [The Huffington Post](#). Retrieved on 2009-04-16.
59. <sup>a b</sup> Pogrebin, Letty Cottin (2009-04-16). "Why Susan Boyle Makes Us Cry" [The Huffington Post](#).





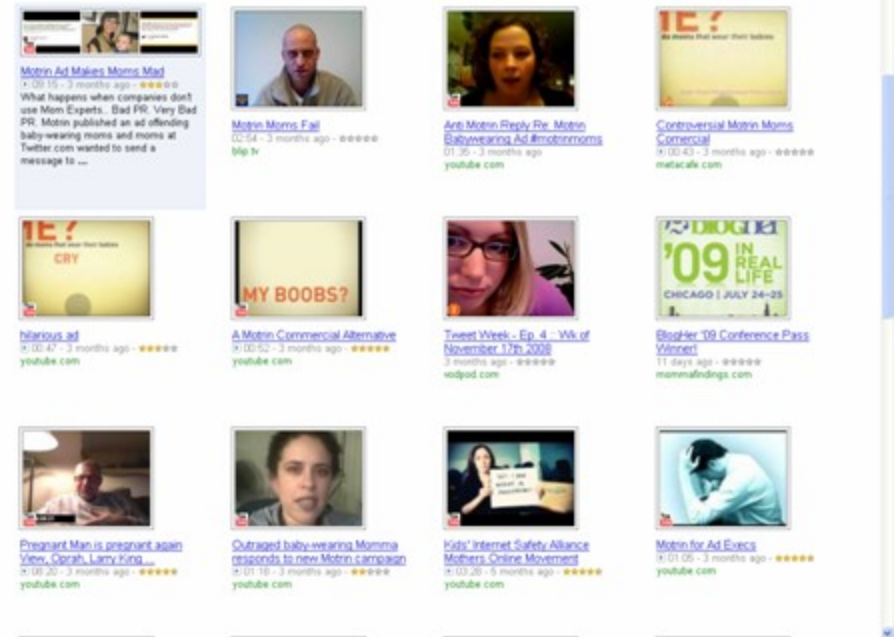
# A Case Study: Motrin Moms

---



# The “Mom Response”

- More than 15,000 tweets
- More than 400 media stories
- And 3,500 blog entries
- And then there's YouTube..



# Mass Media Pickup

Chicago Tribune  
**chicagotribune.com**

By Trine Tsouderos  
November 18, 2008

**Company caves to moms' Motrin ad backlash**  
Motrin ad pulled after blogging moms sling barbs at firm

USA  
TODAY

■ Home ■ News ■ Travel ■ Money ■ Sports ■ Life ■ Tech ■ Weather

Technology » Products » Talking Tech » Edward C. Baig » Kim Komando » Shop for Gadgets

**Offended moms get tweet revenge over Motrin ads**

Updated 11/19/2008 5:23 PM | Comments 79 | Recommend 26 | E-mail | Save | Print | Reprints & Permissions | RSS

THE WALL STREET JOURNAL.

NOVEMBER 18, 2008

**J&J Pulls Online Motrin Ad After Social-Media Backlash**

**BusinessWeek**

**Sling-Wearing Moms Take Aim At Johnson & Johnson**

Posted by: Cathy Arnst on November 18

**Forbes**  
.com

**Twitter Moms Sink Motrin Ad**

Johnson & Johnson's legendary marketing machine just had a rare mess-up.

**washingtonpost.com**

**Motrin Makers Feel Moms' Pain, Pull Babywearing Ad**

By Anny Shin

Washington Post Staff Writer

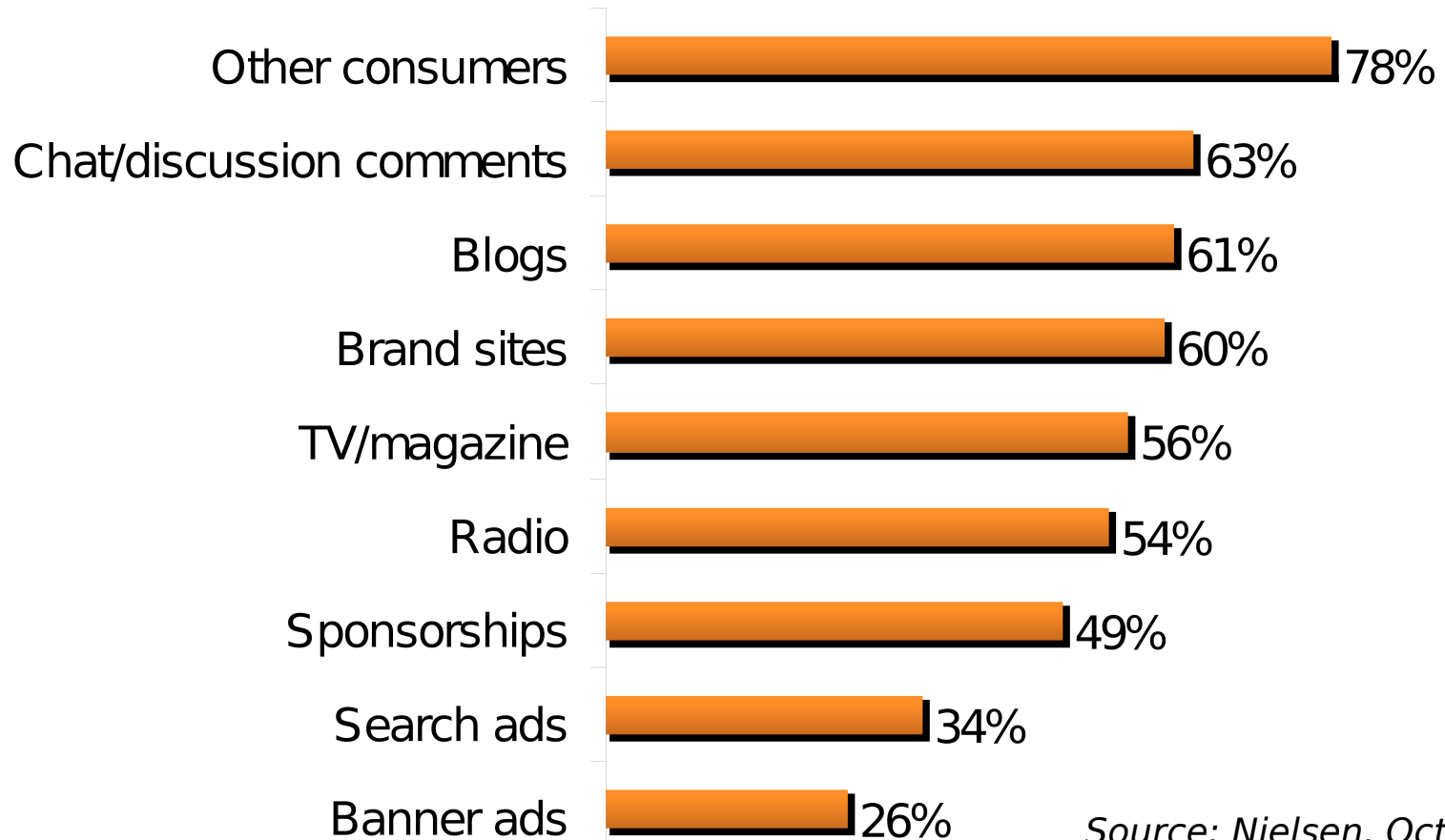
Tuesday, November 18, 2008; Page D01

Courtesy Digitas



# Whom Do We Trust?

**Percent who trust each source**



*Source: Nielsen, Oct.,  
2007*



# Let's Be Friends

Profile

**boyculture**

[Subscribe](#)

**mattrett**  
 Joined: February 03, 2006  
 Last Login: 36 minutes ago  
 Videos Watched: 746

Subscribers: 140  
 Channel Views: 8,166

Age: 39

[#5 - Most Viewed \(Today\)](#)  
[#74 - Most Viewed \(This Week\)](#)  
[Report profile image violation](#)

Friends

6 Friends showing you pages · [Back](#)

- [Adrants](#)
- [AlbertMaruggi](#)
- [bradberens](#)
- [Bryper](#)
- [DanaGilllin](#)
- [dasButcher](#)
- [dveliante](#)
- [EdDedds](#)
- [ikeez78](#)
- [jenmcclure](#)
- [mvolpe70](#)
- [notetrace](#)

Groups

**flickr**

Signed in as [Paul Gillin](#) [Help](#) [Sign Out](#)

[Home](#) [You](#) [Organize](#) [Contacts](#) [Groups](#) [Explore](#)

[Search this group's pool](#) [Search](#)

**Travel Photography**  
 Discussion · Pool · Map · 20,281 Members · [Invite](#)

**Group Photo Pool** ( [See all 343,230 photos](#) )

[New From Subscribers](#) [New From Subscribers](#) [New From Subscribers](#) [New From Subscribers](#) [New From Subscribers](#) [New From Subscribers](#)

[More photos...](#)

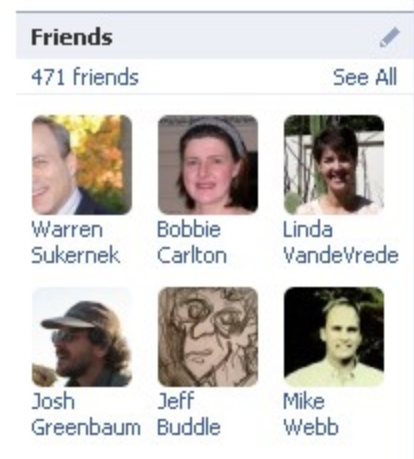
**Discuss**

[SEARCH](#) (Or, [browse all topics](#))

Title	Author	Replies	Latest Post
<a href="#">Advice for a 7 week trip</a>	<a href="#">James Everett already exists</a>	7	5 hours ago
<a href="#">Suggestions for traveling to Hawaii</a>	<a href="#">maggiechen13</a>	1	7 hours ago

# Redefining Relationships

- Friend
- Friend in Common
- Followe [Compare With Me](#)
- Profile
- Group
- News Feed
- Poke
- Wall
- Connection
- Answer
- App
- Hash tag



facebook

Name: Paul Gillin

Websites: <http://www.gillin.com>  
<http://www.paulgillin.com>

Status: New site is up for Joy of Geocaching:...

Email: paul@gillin.com

# The New Newspaper?



**Peter Rojas** CNN is doing a hard-hitting piece on the dangers of inflatable bounce houses.

22 minutes ago - via Twitter



**Steve Levine** is about to give the boss a one-on-one on social media.

23 minutes ago



**Nick Saber** is on my way to Florida for a little vacation.

23 minutes ago



**Grayson Daughters** In the wake of murder sprees by young men, Tom Baxter asks, "Do we need a White House Council on Men and Boys?" <http://tinyurl.com/ad7fy4>.

26 minutes ago - via Twitter



**John Dodge** ITnews.com Twitter: Now I Know Why I do it: Now I know why I Twitter.

<http://tinyurl.com/aqtqj4>.

30 minutes ago - via Twitter



**Kevin Dugan** Great overview of best URL shortening services: <http://tinyurl.com/9bnnkq>.

33 minutes ago - via Twitter



# How We Share Influence

## PRE MEDIA AGE

## MASS MEDIA AGE

## SOCIAL MEDIA AGE

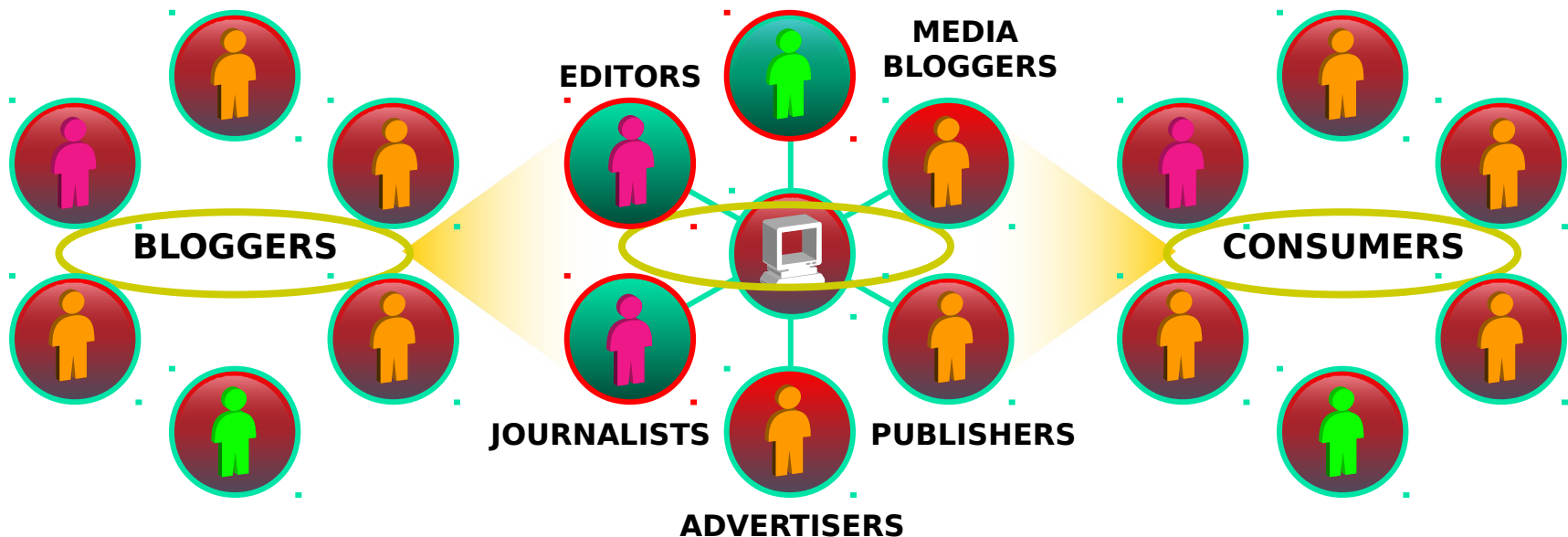
Talk face to face
Talk to shop worker

Talk face to face
Phone call
Talk to shop worker
Consult a professional
Readers letters
Phone in; TV / Radio

Talk face to face	Personal blog	Comments on blogs
Phone call	Social network page	Comments on websites
Talk to shop worker	Widgets	Viral emails
Consult a professional	Video sharing site	Auction websites
Readers Letters	Photo sharing site	Wish lists
Phone in; TV / Radio	Chat rooms	Ratings on retail sites
SMS	Message boards	Reviews on retail sites
Email	Social Bookmarking	Price comparison sites
Instant Messenger	Chat room	Social shopping sites

## Consumer influence channels

# New Patterns of Influence









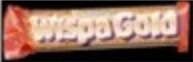
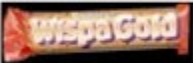
# New Realities

---

- Networks connect at gut level
- Viral information spreads with astonishing speed
- New trusted brands emerging
- Action moves to micro communities
- Sharing and linking are essential
- Information desert → Information jungle



# Self-Organized Communities

	<p>Group: <b>CADBURY'S WISPA IS BACK... MAKE SURE YOU BUY THEM!!</b></p> <p>Network: Global</p> <p>Size: 11,838 members</p> <p>Type: Common Interest - Beliefs &amp; Causes</p> <p>New: 33 Fewer Members, 1 Wall Post</p>	<a href="#">View Group</a> <a href="#">Join Group</a>
	<p>Group: <b>** Bring back Cadbury's Wispa Gold **</b></p> <p>Network: Global</p> <p>Size: 5,426 members</p> <p>Type: Common Interest - Food &amp; Drink</p> <p>New: 9 Fewer Members, 1 Wall Post</p>	<a href="#">View Group</a> <a href="#">Join Group</a>
	<p>Group: <b>WISPA IS BACK....NOW BRING BACK WISPA GOLD!</b></p> <p>Network: Global</p> <p>Size: 3,607 members</p> <p>Type: Just for Fun - Totally Random</p> <p>New: 3 Fewer Members, 2 Wall Posts</p>	<a href="#">View Group</a> <a href="#">Join Group</a>
	<p>Group: <b>After success of bring back the Wispa campaign..Bring back the Wispa Gold!</b></p> <p>Network: Global</p> <p>Size: 1,222 members</p> <p>Type: Common Interest - Food &amp; Drink</p> <p>New: 3 Fewer Members</p>	<a href="#">View Group</a> <a href="#">Join Group</a>

"This is the first time we are going to give the Internet a chance to prove itself and see whether it is all hype or genuine."

*Cadbury spokesman*

*Quoted in the U.K.'s Telegraph*

# Enthusiast Communities





# Enthusiast Marketing

- Nearly 6,000 members
- Input into every aspect of product development and marketing
- Ready-made focus group
- Street-level ambassadors
- Same-store sales tripled







# Self-Made Celebrities

## A lesson in the dangers of distressed property purchases...

December 20, 2007



A friend of mine contacted me the other day about a property investment opportunity that her brother-in-law (BIL) was placing in front of her and her husband. The property in question is located in the city and state where the BIL lives - and it's far from the Seattle area at roughly halfway across the country. The house reportedly - and confirmed in the report I read - has a



### Shoefly, oh, DO bother me!

Posted by [Reba Haas](#) on January 18, 2008, [add a comment](#)



One of my favorite online and in person shoe stores is Shoefly. I love many of the brands and styles that they carry and I've reviewed them on other sites in the past. If you're new to the area you'll have to seek out one of the local shops in either Seattle (Belltown) or in the eastside's Bellevue. Worst case scenario you'll just have to [find them online](#). You just can't miss when lovely shoes are on sale....

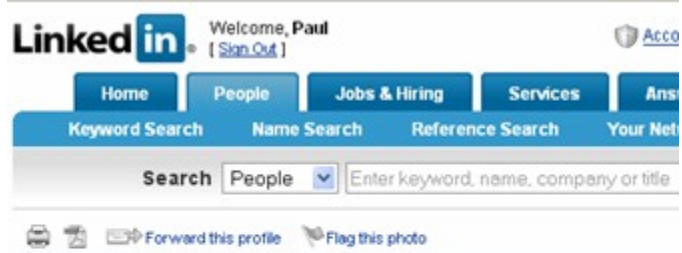
### Profile

[Home](#) > [Trulia Voices Home](#) > Public Profile

### Reba Haas



**Real Estate Pro in 98102, 98107, 98055, 98103, 98122, 98117, 98115, 98144, 98106, 98116**



### Rebecca Haas

Investment and residential real estate specialist in the Greater Seattle area  
Greater Seattle Area





# Community as Content

---

By contributing to the body of knowledge,  
members gain insights they couldn't learn from  
experts alone



**Personal finance**



**Travel planning**



**Local services**



**Travel planning**



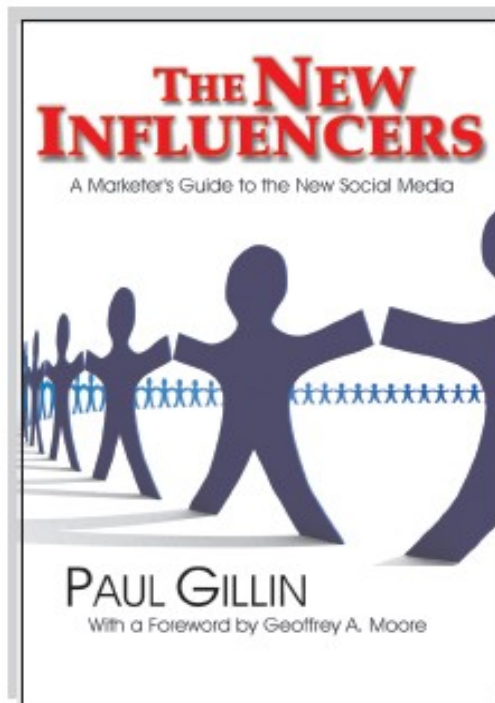
**Language education**



**How-to video**

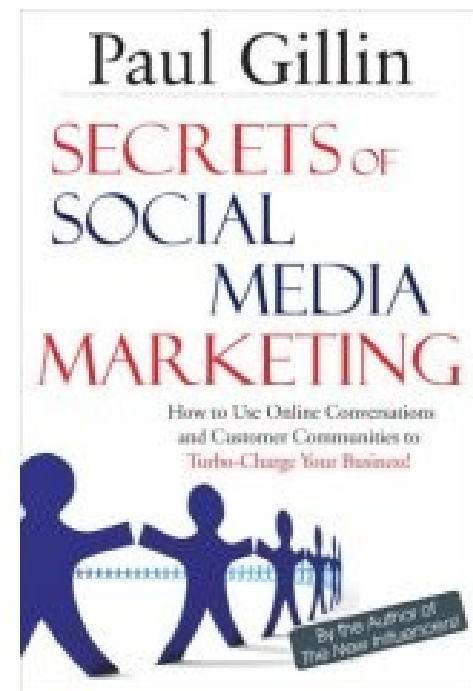


# Thank you!



***On Amazon or  
NewInfluencers.com***

**Paul Gillin**  
**508-202-9807**  
**[paul@gillin.com](mailto:paul@gillin.com)**  
**[www.gillin.com](http://www.gillin.com)**  
**Twitter: pgillin**



***On Amazon or  
SSMMBook.com***